



Pay for Performance

Engaging Physicians

## The Theoretical Framework

- More and better information elsewhere -  
This is a “How-To” Seminar
  - An Explanation for Consumers
  - An Explanation for Doctors



Pay for Performance

Engaging Physicians

## Hawaii's Experience with Pay For Performance

- Longest Running P4P Program in the United States
- Largest Insurer Support
- Our Quality Indicators
- Our Experiences



Pay for Performance

Engaging Physicians

- **Doctors are Not Afraid of Data**
  - But they don't like bad data
  
- **Doctors are Not Afraid of Being Measured**
  - But they want it to be fair
  
- **Medicine is a Profession**
  - Insurance is an Industry



Pay for Performance

Engaging Physicians

# Communicating P4P Information to Physicians

- **What to Communicate**

- Concise Information
- Actionable Information
- Comparative Information

- **How to Communicate**

- When Paper Works
- When Email Works
- When the Personal Approach is Needed